

THE ROLE OF THE VISUAL COMPONENT IN PRESCHOOL EDUCATION PUBLICATIONS

Kurylo D. O.

National Aviation University, Kyiv

*Academic adviser – Matviichuk-Judina O. V., cand. of Ped.
Sciences, associate prof*

The visual component of publications for preschool children is the beginning of the development of imagination. For a long time, there are favorite characters, without which it is impossible to imagine this or that fairy tale. The visualization of children's books differs not only in artistic techniques and means, but also in the specific artistic manners of illustrators, their use of artistic tools and materials.

The visual component develops taste, speech, perception of color and shape from childhood. There is also a psychological impact on the child's mind. So, the brighter, more attractive the illustrations will be, the more likely it is that the child will love a particular book.

US researchers have found that too many visual images in children's books can also distract a child from the text and can prevent him from understanding what he is reading. The visual component in children's publications should only complement the textual part of the material.

The main tasks of visualization in preschool education publications should be aimed at:

- clarity of the visual component;
- composition (so that the child's concentration did not go beyond the page and remained in its center);
- not to mix visual images with text;
- associativity;
- distinctness;
- contrast, color (psychology of color);
- positivity of the visual component;
- dialogicity, actions and emotionality of images.

Consequently, studying the role of the visual component in the publications of preschool education, it became clear that it has a great importance in the cognition, education, development of creative abilities of a child. Thereby, the visual component should follow the word, not the other way around: otherwise the bright picture can capture so much that children will imagine it mentally, not paying attention to the text.

References:

1. Бразелл Д., Девіс Д. Як стати успішним ілюстратором. – ArtHuss, 2019.